Student's Name/Initial:	/	Date:	Teacher's Initials:	Date:

## SPORTS AND ENTERTAINMENT MANAGEMENT STUDENT PROFILE COURSE CODE: 5426

**Directions:** Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

## PERFORMANCE RATING

- 3 Skilled--can perform task independently with no supervision
- 2 Moderately skilled--can perform task completely with limited supervision
- 1 Limitedly skilled--requires instruction and close supervision
- N No exposure--has no experience or knowledge of this task

## **COGNITIVE RATING**

Demonstrate lifelong learning.

16.

- 3 Knowledgeable--can apply the concept to solve problems
- 2 Moderately knowledgeable--understands the concept
- 1 Limitedly knowledgeable--requires additional instruction
- N No exposure--has not received instruction in this area

A. SAFETY 3 2 1 N1. Review school safety policies and	5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.	elements for personal use6. Describe ethical and legal practices o safeguarding the confidentiality of business-related information.
procedures2. Review classroom safety rules and procedures.	C. TECHNOLOGY KNOWLEDGE 3 2 1 N	
3. Review safety procedures for using equipment in the classroom4. Identify major causes of work-related accidents in office environments.	1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.	D. PERSONAL QUALITIES AND EMPLOYABILIT SKILLS
5. Demonstrate safety skills in an office/work environment.	2. Identify proper netiquette when using e mail, social media, and other technologies for communication	
B. STUDENT ORGANIZATIONS 3 2 1 N	purposes	4. Demonstrate respect 5. Demonstrate time management 6. Demonstrate integrity.
	and/or networks. 4. Explain the consequences of social, illegal, and unethical uses of technology	
Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.  Explain the benefits and responsibilities	(e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile	9. Demonstrate conflict resolution 10. Demonstrate perseverance 11. Demonstrate commitment.
of being a member of a CTSO. 4. List leadership opportunities that are available to students through participation in CTSO conferences,	devices in the work environment). 5. Discuss legal issues and the terms of use related to copyright laws, fair use laws,	12. Demonstrate a healthy view of competition13. Demonstrate a global perspective.
competitions, community service, philanthropy, and other activities.	and ethics pertaining to downloading of images, photographs, documents, video	

sounds, music, trademarks, and other

E. PROFESSIO	NAL KNOWLEDGE		are related to everyday sports and	5.	Describe how the management
3 2 1 N			entertainment business operations.		functions may be used in amateur sports
1.	Demonstrate effective speaking and	4.	Discuss business management principles.		and camps.
	listening skills.	5.	Describe a successful manager and a		
2.	Demonstrate effective reading and		successful leader.	J. COLLEGE S	PORTS
	writing skills.	6.	Discuss the role of decision making in	3 2 1 N	
3.	Demonstrate mathematical reasoning.		the success of a leader.	1.	Describe the managerial role of the
4.	Demonstrate job-specific mathematics	7.	Identify the steps in the decision making		NCAA and other collegiate governing
	skills.		process.		bodies in college athletics
5.	Demonstrate critical-thinking and	8.	Describe effective teamwork practices.	2.	Discuss the levels of management in the
	problem-solving skills.	9.	Use effective teamwork practices in		NCAA.
6.	Demonstrate creativity and		classroom and group settings.	3.	Discuss how management functions can
	resourcefulness.	10.	Determine the importance of structure		be used as a method of successful event
7.	Demonstrate an understanding of		in an organization.		management.
	business ethics.	11.	Create organizational structures and	4.	Identify new trends and areas of growth
8.	Demonstrate confidentiality.		charts.		in college athletics and how they impact
	Demonstrate an understanding of	12.	Discuss how businesses are organized:		managerial and financial decision-
	workplace structures, organizations,		centralized, decentralized, and flattened.		making.
	systems, and climates.	13.	Identify current trends in the workforce	5.	Describe how the management
10.	Demonstrate diversity awareness.		concerning organizational structures.		functions may be used in college
11.	Demonstrate job acquisition and				athletics.
	advancement skills.	H. MANAGEN	MENT FUNCTIONS		
12.	Demonstrate task management skills.	3 2 1 N		K. PROFESSIO	ONAL SPORTS
13.	Demonstrate customer-service skills.	1.	Discuss the differences between formal	3 2 1 N	7.07.12 51 51 1.13
			and informal planning.	1.	Write a mission statement for a sports
F. COMPONE	NTS OF THE MARKETING	2.	Identify the steps in the planning		•
	NTS OF THE MARKETING	2.	Identify the steps in the planning process.		organization.
EDUCATION	NTS OF THE MARKETING I PROGRAM		process.	2.	organization. Write short-term and long-term goals for
EDUCATION 3 2 1 N	I PROGRAM	3.	process.  Define specialization.	2.	organization. Write short-term and long-term goals for a sports organization.
EDUCATION	I PROGRAM  Distinguish between clusters of study	3. 4.	process.		organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic
<b>EDUCATION</b> 3 2 1 N 1.	Distinguish between clusters of study and courses required.	3.	process. Define specialization. Identify types of departmentalization.	2. 3.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning.
EDUCATION 3 2 1 N	Distinguish between clusters of study and courses required. Explain the objectives of the sports and	3. 4. 5.	process.  Define specialization.  Identify types of departmentalization.  Discuss effective motivation techniques	2.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management
<b>EDUCATION</b> 3 2 1 N 1.	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it	3. 4.	process.  Define specialization.  Identify types of departmentalization.  Discuss effective motivation techniques and effective work teams.	2. 3. 4.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports.
<b>EDUCATION</b> 3 2 1 N 1.	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education	3. 4. 5.	process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective	2. 3.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and
## EDUCATION  3 2 1 N  1.  2.	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program.	3. 4. 5.	process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the	2. 3. 4.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial
<b>EDUCATION</b> 3 2 1 N 1.	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student	356.	process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the control process.	2. 3. 4.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g.,
## EDUCATION  3 2 1 N  1.  2.	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student organization as integral part of the		process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the	2. 3. 4.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie
## EDUCATION  3 2 1 N  1.  2.	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student organization as integral part of the sports and entertainment marketing		process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the control process.  AND RECREATIONAL SPORTS	2. 3. 4.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball
## EDUCATION  3 2 1 N  1.  2.	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student organization as integral part of the sports and entertainment marketing course.		process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the control process.  AND RECREATIONAL SPORTS  Describe the role of the community	2. 3. 4.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball Association [WNBA], Tiger Woods,
## EDUCATION  3 2 1 N  1.  2.	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student organization as integral part of the sports and entertainment marketing course. Explain opportunities available to		process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the control process.  AND RECREATIONAL SPORTS  Describe the role of the community recreation director who manages	2. 3. 4.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball Association [WNBA], Tiger Woods, Althea Gibson) including researching the
## EDUCATION  3 2 1 N  1.  2.	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student organization as integral part of the sports and entertainment marketing course. Explain opportunities available to students through participation in related		process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the control process.  AND RECREATIONAL SPORTS  Describe the role of the community recreation director who manages amateur and recreational sports	2. 3. 4.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball Association [WNBA], Tiger Woods,
## EDUCATION  3 2 1 N  1.  2.	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student organization as integral part of the sports and entertainment marketing course. Explain opportunities available to students through participation in related student organization	. AMATEUR A	process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the control process.  AND RECREATIONAL SPORTS  Describe the role of the community recreation director who manages amateur and recreational sports programs.	2345.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball Association [WNBA], Tiger Woods, Althea Gibson) including researching the people in management behind the events.
## EDUCATION  3 2 1 N  1.  2.	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student organization as integral part of the sports and entertainment marketing course. Explain opportunities available to students through participation in related		process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the control process.  AND RECREATIONAL SPORTS  Describe the role of the community recreation director who manages amateur and recreational sports programs. Discuss the levels of management in	2. 3. 4.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball Association [WNBA], Tiger Woods, Althea Gibson) including researching the people in management behind the
## EDUCATION  3 2 1 N	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student organization as integral part of the sports and entertainment marketing course. Explain opportunities available to students through participation in related student organization conferences/activities.	. AMATEUR A	process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the control process.  AND RECREATIONAL SPORTS  Describe the role of the community recreation director who manages amateur and recreational sports programs. Discuss the levels of management in amateur and recreational sports.	2345.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball Association [WNBA], Tiger Woods, Althea Gibson) including researching the people in management behind the events. Describe the importance of business and financial plans, job descriptions, and
## EDUCATION  3 2 1 N	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student organization as integral part of the sports and entertainment marketing course. Explain opportunities available to students through participation in related student organization conferences/activities.	. AMATEUR A 3 2 1 N	process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the control process.  AND RECREATIONAL SPORTS  Describe the role of the community recreation director who manages amateur and recreational sports programs. Discuss the levels of management in amateur and recreational sports. Discuss successful event management.	2345.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball Association [WNBA], Tiger Woods, Althea Gibson) including researching the people in management behind the events. Describe the importance of business and financial plans, job descriptions, and separation of responsibilities in a large
## STATE    ## STA	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student organization as integral part of the sports and entertainment marketing course. Explain opportunities available to students through participation in related student organization conferences/activities.	. AMATEUR A	process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the control process.  AND RECREATIONAL SPORTS  Describe the role of the community recreation director who manages amateur and recreational sports programs. Discuss the levels of management in amateur and recreational sports. Discuss successful event management. Identify new trends and areas of growth	2345.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball Association [WNBA], Tiger Woods, Althea Gibson) including researching the people in management behind the events. Describe the importance of business and financial plans, job descriptions, and separation of responsibilities in a large organization.
## STATE    ## STA	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student organization as integral part of the sports and entertainment marketing course. Explain opportunities available to students through participation in related student organization conferences/activities.  IAL BASICS  Define management.	. AMATEUR A 3 2 1 N	process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the control process.  AND RECREATIONAL SPORTS  Describe the role of the community recreation director who manages amateur and recreational sports programs. Discuss the levels of management in amateur and recreational sports. Discuss successful event management.	2 3 4 5.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball Association [WNBA], Tiger Woods, Althea Gibson) including researching the people in management behind the events. Describe the importance of business and financial plans, job descriptions, and separation of responsibilities in a large
## STATE    ## STA	Distinguish between clusters of study and courses required. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program. Explain the value of related student organization as integral part of the sports and entertainment marketing course. Explain opportunities available to students through participation in related student organization conferences/activities.	. AMATEUR A 3 2 1 N	process. Define specialization. Identify types of departmentalization. Discuss effective motivation techniques and effective work teams. Explain why standards and an effective feedback system are essential in the control process.  AND RECREATIONAL SPORTS  Describe the role of the community recreation director who manages amateur and recreational sports programs. Discuss the levels of management in amateur and recreational sports. Discuss successful event management. Identify new trends and areas of growth	2 3 4 5.	organization. Write short-term and long-term goals for a sports organization. Discuss the importance of strategic planning. Discuss the use of management functions in professional sports. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball Association [WNBA], Tiger Woods, Althea Gibson) including researching the people in management behind the events. Describe the importance of business and financial plans, job descriptions, and separation of responsibilities in a large organization. Identify general managers at different

8.	Discuss ethical issues in sports (e.g.,		internationally.		management.
<del></del>	domestic violence, performance	10.	Research budgets and discuss how	8.	Identify advantages and risks of strategic
	enhancing drugs [PED], gambling).		tiering, regionalizing, and other		management.
			budgeting decision making methods are	9.	Explain the development phase of
I ENTEDTAIN	MENT INDUSTRY		used.		strategic management.
	INICIAL INDOSTRA	11.	Discuss the impact of revenue sharing	10.	Describe the action and review phases of
3 2 1 N			and its effects on small market teams in		the strategic management process.
1.	Write a mission statement for an		sports.	11.	Identify and explain the major strategic
•	entertainment organization.	12.	Describe economics as related to the		planning tools used by managers.
2.	Write short-term and long-term goals for		entertainment industry and to		, ,
2	an entertainment organization.		collegiate, amateur, and professional	D HIIMANID	ESOURCES AND MANAGERIAL
3.	Discuss the importance of strategic		sports.		ESOURCES AND IVIANAGERIAL
	planning.		•	CAREERS	
4.	Discuss the use of management	N. VFNUF AN	D EVENT MANAGEMENT	3 2 1 N	
	functions in the entertainment industry.	3 2 1 N		1.	Identify the functions and
5.	Research historical locations and		Describe how sports and entertainment		responsibilities of human resources.
	historical figures directly related to racial	1.	industries select and manage venues to	2.	Describe recruiting and retention
	and/or gender equity in entertainment		hold events.		processes.
	(e.g., Apollo Theater, Motown, concerts	2.	Describe potential marketing and sales	3.	Explain why coordinating and giving
	in the South during the American Civil	<sup>2.</sup>	techniques used before, during, and		feedback are important responsibilities
	Rights Era) and search for the people in		after events.		in human resources.
	management behind those events.	2	Discuss logistical procedures and	4.	Explain why managers should delegate
6.	Describe the importance of business and	3.	preparation processes (e.g., parking,		duties.
	financial plans, job descriptions, and		ticket sales, ushers, lighting, food	5.	Discuss the latest trends in the sports
	separation of responsibilities in a large				and entertainment industries.
	organization.		preparation and sales, security, sound	6.	Identify specific skills needed by today's
7.	Discuss ethical issues in the	4	systems). Organize and execute a simple event for		sports and entertainment workforce.
	entertainment industry (e.g., drug and	4.	a chosen community organization (e.g.,	7.	Develop a career portfolio including a
	alcohol abuse).				resume, cover letter, and job
			retirement center, Rotary, Lions Club,		application.
M. FINANCIAI	L AND ECONOMIC CONCEPTS		veterans' organization, school function).	8.	Complete a job shadowing experience
3 2 1 N					and other work-related experiences
1.	Develop an understanding of basic		CMANAGEMENT	<u> </u>	Research a sports or entertainment
	financial documents.	3 2 1 N			management career.
2.	Explain supply and demand.	1.	Explain the types of decisions made by	10.	Prepare a written report of the findings
3.	Define utility and the types of utility.		managers.		from research on a sports or
4.	Identify the numerous factors of hosting	2.	Discuss types of decision making styles		entertainment management career.
	a production.		and approaches.	11.	Present career research findings to class.
5.	Discuss economic systems.	3.	Describe the conditions faced by a		
6.	Research types of budgeting techniques		manager when making a decision.	O. LEADERSH	IP AND TEAMWORK
	used in the sports and entertainment	4.	Discuss group decision making and	3 2 1 N	
	industries (e.g., line item, zero-based).		techniques for improving group decision		Define leadership.
7.	Describe the difference between good		making.	1.	Identify characteristics of successful
	and bad debt.	5.	Define and explain how knowledge	2.	leaders.
8.	Discuss how money is raised to build		management benefits sports and	3.	Identify ways a leader can influence
	facilities.		entertainment managers.	<sup>3</sup> ·	followers.
9.	Describe the economic impact of sports	6.	Discuss strategic management and levels	A	Identify important human relations skills
	and entertainment events at various		of strategy.	4.	of a leader or manager.
	levels: locally, regionally, nationally, and	7.	Identify the steps in strategic	F	Discuss the importance of
				5.	שושכים ביות וווויףטו נמוונים טו

6.	communication in an effective leader. Explain the difference between power and authority.	3.	(e.g., StubHub, Daktronics, TicketMaster). Discuss the impact of technology on
7.	Explain why managers should know what motivates individuals to accomplish organizational goals.	3	sports and entertainment (e.g., Fantasy Football, first down line for television, Speed Tree animation).
8.	Identify and describe four leadership styles: autocratic, democratic, open, and situational.	T. SPORTS AN	ND ENTERTAINMENT LAW
<sup>9.</sup>	Discuss why people are resistant to change.	1.	Describe how monopoly laws affect
10.	Explain the steps in a successful change process.	2.	professional and collegiate sports.  Discuss the impact of Title IX on
11.	Identify and describe two basic group structures.	2	management of high school and college athletics.
12.	Describe factors that influence group behavior.	3.	Describe the roles of governing bodies in high school and collegiate athletics.
13.	Identify the different types of teams used by an organization.	4.	Explain how trademark and copyright laws affect the sports and entertainment industry.
14.	Explain how a manager can build a successful team.	5.	Identify sports and entertainment agents
15.	Develop a report on research conducted on successful leaders and/or teams including reasons they were successful.	6.	and companies. Explain the agent's role in negotiating contractual agreements.
16.	Discuss how technology can be used in team decision-making.		
17.	Describe how organizations can be designed to support team decision-making.		
	NAL MANAGEMENT		
3 2 1 N 1.	Define operations management and		
2.	identify its functions. Identify functions of operations management.		
3.	Discuss how competition affects operations planning.		
4.	Discuss how technology and statistical programs can be used in operations management.		
S. TECHNOLO	DGY		
3 2 1 N	Describe how to should see in used to		
1.	Describe how technology is used in marketing management.		
2.	Discuss the new technologies used in		
	sports and entertainment management		